

			TOT V		TOT V		TOT MISTY		TOT MISTY		TOT MERIT		TOT MERIT	
			SLIMS	TOT V	SLIMS	TOT MISTY	SLIMS	TOT MISTY	SLIMS	TOT MERIT	SLIMS	TOT MERIT	SLIMS	TOT MERIT
			12mm	SLIMS	12mm	12mm	12mm	12mm	12mm	12mm	12mm	12mm	12mm	12mm
			MSA VOL	MSA VOL	MSA VOL	MSA VOL	MSA VOL	MSA VOL	MSA VOL	MSA VOL	MSA VOL	MSA VOL	MSA VOL	MSA VOL
			SHIP Shr	SHIP Shr	SHIP Shr	SHIP Shr	SHIP Shr	SHIP Shr	SHIP Shr	SHIP Shr	SHIP Shr	SHIP Shr	SHIP Shr	SHIP Shr
			Dev Indx	SHIP Shr	Dif	Dev Indx	SHIP Shr	Dif	Dev Indx	SHIP Shr	Dif	Dev Indx	SHIP Shr	Dif
vs	ni	me	TOT UNITED STATES	100	2.38	0.07	100	1.14	0.20	100	2.38	0.04		
STRENGTH														
1	1		2F0 COLUMBIA	131	3.11	0.40	135	1.55	0.20	61	1.45	0.24		
2	2		2G0 GREENVILLE	131	3.11	0.29	118	1.36	0.24	60	1.44	-0.02		
3			2J0 ATLANTA	140	3.34	0.28	75	0.86	0.12	79	1.89	0.08		
4			3E0 JACKSON	153	3.63	0.27	83	0.95	0.28	55	1.32	0.10		
5			2N0 PENSACOLA	122	2.90	0.27	94	1.07	0.15	46	1.10	0.08		
6	3	1	2P0 TAMPA	132	3.13	0.26	124	1.42	0.06	102	2.43	0.33		
7			3R0 WACO/TEMPLE	125	2.96	0.26	90	1.03	0.33	78	1.86	0.18		
8		2	3Q0 HOUSTON	137	3.26	0.23	96	1.10	0.24	81	1.93	0.00		
9	4		2M0 JACKSONVILLE	118	2.81	0.21	133	1.52	0.22	42	1.01	0.00		
10		3	4G0 GRAND RAPIDS	108	2.56	0.15	91	1.04	0.05	139	3.31	0.16		
11		4	2Q0 MIAMI	113	2.69	0.14	70	0.80	0.19	94	2.24	0.11		
12			2K0 BIRMINGHAM	150	3.57	0.14	73	0.84	0.09	57	1.35	-0.03		
13		5	4L0 CHICAGO	150	3.56	0.14	78	0.90	0.02	110	2.63	0.01		
14	5	6	2C0 RICHMOND	118	2.79	0.13	160	1.83	0.14	139	3.31	0.08		
15	6		2E0 CHARLOTTE	109	2.60	0.12	145	1.66	0.21	57	1.36	-0.04		
16	7	7	4H0 TOLEDO	117	2.77	0.10	137	1.56	0.15	105	2.51	0.03		
17		8	4M0 PEORIA	110	2.62	0.10	84	0.96	0.25	92	2.18	0.19		
18	8		3G0 NEW ORLEANS	153	3.63	0.09	161	1.85	0.46	60	1.44	-0.04		
19			3D0 MEMPHIS	120	2.86	0.09	89	1.02	0.33	44	1.06	0.02		
20	9	9	3M0 OKLAHOMA CITY	106	2.52	0.08	116	1.33	0.31	92	2.18	-0.01		
21			3F0 LITTLE ROCK	109	2.58	0.08	94	1.07	0.30	62	1.48	0.05		
22	10	10	2A0 BALTIMORE	124	2.94	0.08	109	1.25	0.29	134	3.20	-0.04		
23		11	1H0 NEW YORK	103	2.46	0.07	65	0.74	0.10	145	3.45	0.02		
THREAT														
24	11		4A0 PITTSBURGH	103	2.44	0.06	150	1.72	0.21	62	1.47	0.00		
25	12		2H0 KNOXVILLE	124	2.95	0.05	101	1.15	0.25	72	1.71	-0.01		
26	13		3N0 DALLAS/FT. WOR	132	3.13	0.05	126	1.45	0.33	74	1.77	0.00		
27	14		2L0 SAVANNAH	101	2.41	0.03	109	1.25	0.30	34	0.81	-0.03		
28		12	2B0 WASHINGTON	116	2.76	0.01	99	1.13	0.00	145	3.45	-0.16		
29	15		3H0 LAKE CHARLES	142	3.38	0.01	181	2.07	0.83	67	1.60	-0.05		
30	16	13	4F0 DETROIT	142	3.36	0.00	109	1.24	0.26	85	2.03	0.07		
31	17		5K0 HAWAII	174	4.15	-0.11	361	4.13	0.92	52	1.23	-0.02		
32			5L0 LOS ANGELES	103	2.46	-0.14	77	0.88	0.15	74	1.76	-0.07		
OPPORTUNITY														
33	18		2D0 RALEIGH/DURHAM	95	2.26	0.19	195	2.23	0.44	69	1.65	0.11		
34			5J0 FRESNO	90	2.14	0.10	65	0.74	0.18	64	1.52	0.09		
35	19	14	1J0 HARRISBURG	91	2.16	0.09	130	1.49	0.19	98	2.33	0.06		
36			5H0 SACRAMENTO	96	2.28	0.07	58	0.67	0.15	80	1.90	0.07		
WEAKNESS														
37			3O0 MIDLAND	93	2.22	0.06	86	0.99	0.21	59	1.41	0.00		
38	20		2I0 NASHVILLE	99	2.34	0.06	137	1.56	0.23	42	1.01	-0.06		
39	21		3A0 ST. LOUIS	96	2.28	0.00	115	1.32	0.37	64	1.51	-0.09		
40		15	1I0 PHILADELPHIA	99	2.36	0.00	68	0.78	0.12	139	3.31	0.02		
41		16	1C0 HARTFORD	90	2.14	-0.02	96	1.09	0.09	221	5.27	0.16		
42			5M0 SAN DIEGO	97	2.30	-0.05	80	0.91	0.25	71	1.69	-0.12		
43	22		2O0 ORLANDO	88	2.10	-0.03	122	1.39	0.44	70	1.68	0.08		
44		17	5E0 DENVER	88	2.10	0.02	74	0.85	0.14	118	2.81	0.03		
45		18	5I0 SAN FRANCISCO	82	1.96	-0.03	41	0.47	0.07	92	2.18	0.01		

WCCB

		Pack		Retail Masters		Retail M	
SLIMS CPW				Carton			
		Outlets	Volume	Outlets	Volume		
2F0 COLUMBIA	13418	1,069	29.5%	3,953	264	26.7%	3,577
2G0 GREENVILLE	11487	948	35.9%	4,124	210	29.1%	3,344
2J0 ATLANTA	41645	2,103	43.8%	18,252	307	18.5%	7,713
3E0 JACKSON	19731	971	37.9%	7,483	197	29.5%	5,825
2N0 PENSACOLA	13777	1,516	49.3%	6,795	163	18.2%	2,513
2P0 TAMPA	19416	1,790	39.7%	7,713	485	25.0%	4,849
3R0 WACO/TEMPLE	32591	940	43.7%	14,253	119	24.8%	8,088
3Q0 HOUSTON	17659	2,357	51.0%	9,001	296	20.5%	3,623
2M0 JACKSONVILLE	7119	1,173	40.0%	2,851	235	23.4%	1,665
4G0 GRAND RAPIDE	18252	1,176	44.1%	8,047	151	23.2%	4,233
2Q0 MIAMI	12642	971	33.7%	4,260	111	11.5%	1,458
2K0 BIRMINGHAM	19514	1,920	49.9%	9,739	291	25.9%	5,051
4L0 CHICAGO	45608	2,647	45.5%	20,767	309	27.1%	12,364
2C0 RICHMOND	20452	1,954	36.6%	7,476	514	31.6%	6,459
2E0 CHARLOTTE	22130	1,416	26.2%	5,805	406	32.8%	7,253
4H0 TOLEDO	15636	847	36.0%	5,629	212	29.5%	4,609
4M0 PEORIA	25803	954	56.0%	14,447	131	14.0%	3,622
3G0 NEW ORLEANS	21478	927	33.7%	7,239	188	22.4%	4,805
3D0 MEMPHIS	16247	1,050	38.0%	6,167	285	26.5%	4,309
3M0 OKLAHOMA CIT	14354	1,290	30.4%	4,357	347	34.6%	4,971
3F0 LITTLE ROCK	11533	937	30.8%	3,548	315	36.0%	4,147
2A0 BALTIMORE	15040	957	43.2%	6,505	117	13.2%	1,980
1H0 NEW YORK	58506	8,214	56.6%	33,139	598	12.6%	7,401
4A0 PITTSBURGH	16393	1,415	34.8%	5,711	281	27.6%	4,524
2H0 KNOXVILLE	22930	1,557	38.6%	8,858	355	27.5%	6,308
3N0 DALLAS/FT. W	21904	2,222	43.2%	9,455	311	19.1%	4,185
2L0 SAVANNAH	5858	905	38.8%	2,276	142	21.3%	1,249
2B0 WASHINGTON	21829	1,600	38.4%	8,393	228	18.5%	4,048
3H0 LAKE CHARLES	6193	267	25.2%	1,560	90	37.8%	2,341
4F0 DETROIT	26475	2,149	52.9%	14,007	251	15.5%	4,100
5K0 HAWAII	7376	318	32.5%	2,399	50	15.4%	1,134
5L0 LOS ANGELES	37615	4,286	48.2%	18,113	357	18.1%	6,825
2D0 RALEIGH/DUR	17675	1,055	26.6%	4,695	277	33.8%	5,973
5J0 FRESNO	6334	801	45.1%	2,856	87	19.2%	1,218
1J0 HARRISBURG	24849	1,234	30.8%	7,646	332	26.4%	6,562
5H0 SACRAMENTO	17022	1,224	33.8%	5,751	293	34.0%	5,785
3O0 MIDLAND	5980	666	36.2%	2,167	94	18.1%	1,084
2I0 NASHVILLE	7251	931	32.7%	2,368	293	32.3%	2,339
5E0 DENVER	18904	1,569	36.7%	6,944	373	31.9%	6,037
3A0 ST. LOUIS	10206	1,010	38.9%	3,972	330	39.0%	3,978
1I0 PHILADELPHIA	25128	2,300	51.9%	13,053	313	16.7%	4,202
1C0 HARTFORD	11301	1,420	62.7%	7,087	40	3.4%	379
5I0 SAN FRANCISCO	11937	2,219	49.0%	5,854	193	15.9%	1,904
2O0 ORLANDO	27929	1,606	40.8%	11,394	335	20.5%	5,729
5M0 SAN DIEGO	11517	1,186	45.8%	5,278	78	8.4%	964
				361,383	194,727		

2040156359

47 mkt - 1 month

# Retail Masters

at 20% penetration

SLIMS CPW	Pack		Cost	Carton		cost
	Outlets	Volume		Outlets	Volume	
13418	1,069	29.5%	\$25,300	264	26.7%	\$22,890
11487	948	35.9%	\$26,394	210	29.1%	\$21,400
19416	1,790	39.7%	\$49,360	485	25.0%	\$31,037
7119	1,173	40.0%	\$18,245	235	23.4%	\$10,657
20452	1,954	36.6%	\$47,843	514	31.6%	\$41,336
22130	1,416	26.2%	\$37,153	406	32.8%	\$46,421
15636	847	36.0%	\$36,024	212	29.5%	\$29,495
21478	927	33.7%	\$46,329	188	22.4%	\$30,749
14354	1,290	30.4%	\$27,886	347	34.6%	\$31,817
15040	957	43.2%	\$41,629	117	13.2%	\$12,671
16393	1,415	34.8%	\$36,550	281	27.6%	\$28,953
22930	1,557	38.6%	\$56,692	355	27.5%	\$40,369
21904	2,222	43.2%	\$60,509	311	19.1%	\$26,786
5858	905	38.8%	\$14,564	142	21.3%	\$7,991
6193	267	25.2%	\$9,983	90	37.8%	\$14,982
26475	2,149	52.9%	\$89,646	251	15.5%	\$26,240
7376	318	32.5%	\$15,351	50	15.4%	\$7,256
	21,204		\$639,460	4,458		\$431,051
			\$55,130			\$27,194
\$1,152,835			\$694,590			\$458,245

\$1,152,835

21,204

pack kit

4,458

Carton net

2 Month \* 2

2,305,669

2040156360

Bob,  
This Numbers  
Use our  
weekly shipment  
Number  
& % amt of  
RM stores  
rather than  
using an  
estimate  
CPW per Store  
ie if we use  
10 carton per  
Store The  
Budget is  
obviously low

21,204 \* 25 \* 2.00 = 848,160

VS

639,500

June -

Retail Masters 2040156361

	MSA VOL SHIP Tot	SHIP Shr Dif	SHIP Shr Dev Indx	SHIP Shr Dif	SHIP Shr Dev Indx	SLIMS CPW	Pack			Carton		
							Outlets	Volume		Outlets	Volume	
TOT UNITED STATES	11508656640	0.07	100	0.20	100							
1 2D0 RALEIGH/DURHAI	183815400	0.19	95	0.44	195	17675	1,055	26.6%	\$38,765	277	33.8%	\$49,311
2 2E0 CHARLOTTE	230154600	0.12	109	0.21	145	22130	1,416	26.2%	\$47,927	406	32.8%	\$59,883
3 2F0 COLUMBIA	139551200	0.40	131	0.20	135	13418	1,069	29.5%	\$32,637	264	26.7%	\$29,528
4 2G0 GREENVILLE	119465800	0.29	131	0.24	118	11487	948	35.9%	\$34,048	210	29.1%	\$27,606
5 2H0 KNOXVILLE	238468400	0.05	124	0.25	101	22930	1,557	38.6%	\$73,132	355	27.5%	\$52,076
6 2I0 NASHVILLE	75414000	0.06	99	0.23	137	7251	931	32.7%	\$19,549	293	32.3%	\$19,314
7 2J0 ATLANTA	433104000	0.28	140	0.12	75	41645	2,103	43.8%	\$150,685	307	18.5%	\$63,679
8 2K0 BIRMINGHAM	202947600	0.14	150	0.09	73	19514	1,920	49.9%	\$80,402	291	25.9%	\$41,701
9 2L0 SAVANNAH	60924000	0.03	101	0.30	109	5858	905	38.8%	\$18,788	142	21.3%	\$10,309
10 2M0 JACKSONVILLE	74033600	0.21	118	0.22	133	7119	1,173	40.0%	\$23,537	235	23.4%	\$13,748
11 2N0 PENSACOLA	143285800	0.27	122	0.15	94	13777	1,516	49.3%	\$56,098	163	18.2%	\$20,751
12 2O0 ORLANDO	290466000	-0.03	88	0.44	122	27929	1,606	40.8%	\$94,071	335	20.5%	\$47,299
13 3A0 ST. LOUIS	106139800	0.00	96	0.37	115	10206	1,010	38.9%	\$32,791	330	39.0%	\$32,845
14 3D0 MEMPHIS	168965500	0.09	120	0.33	89	16247	1,050	38.0%	\$50,911	285	26.5%	\$35,573
15 3E0 JACKSON	205197600	0.27	153	0.28	83	19731	971	37.9%	\$61,782	197	29.5%	\$48,093
16 3F0 LITTLE ROCK	119939600	0.08	109	0.30	94	11533	937	30.8%	\$29,296	315	36.0%	\$34,238
17 3G0 NEW ORLEANS	223368000	0.09	153	0.46	161	21478	927	33.7%	\$59,764	188	22.4%	\$39,666
18 3H0 LAKE CHARLES	64404000	0.01	142	0.83	181	6193	267	25.2%	\$12,878	90	37.8%	\$19,327
19 3N0 DALLAS/FT. WOF	227802000	0.05	132	0.33	126	21904	2,222	43.2%	\$78,057	311	19.1%	\$34,554
20 3O0 MIDLAND	62196000	0.06	93	0.21	86	5980	666	36.2%	\$17,887	94	18.1%	\$8,952
21 3R0 WACO/TEMPLE	338946000	0.26	125	0.33	90	32591	940	43.7%	\$117,671	119	24.8%	\$66,775
22 4A0 PITTSBURGH	170490000	0.06	103	0.21	150	16393	1,415	34.8%	\$47,150	281	27.6%	\$37,349
23 5H0 SACRAMENTO	177024000	0.07	96	0.15	58	17022	1,224	33.8%	\$47,482	293	34.0%	\$47,763
24 5J0 FRESNO	65874000	0.10	90	0.18	65	6334	801	45.1%	\$23,579	87	19.2%	\$10,054
25 5K0 HAWAII	76714600	-0.11	174	0.92	361	7376	318	32.5%	\$19,803	50	15.4%	\$9,360
26 5L0 LOS ANGELES	391192600	-0.14	103	0.15	77	37615	4,286	48.2%	\$149,544	357	18.1%	\$56,346
27 5M0 SAN DIEGO	119772000	-0.05	97	0.25	80	11517	1,186	45.8%	\$43,573	78	8.4%	\$7,956
							27,535		\$1,461,807	5,082		\$924,056
									\$71,592			\$31,003
									1,533,398			955,058
						\$2,488,456						

August

Retail Masters 2040156362

	SLIMS	SLIMS	SLIMS	Misty	Misty	SLIMS	Pack		Cost	Carton		cost
	Volume	Shr Dif	SDI	Shr Dif	SDI	CPW	Total Outlets	%CPW Volume		Total Outlets	%CPW Volume	
TOT UNITED STATES	11508656640	0.07	100	0.20	100							
1 1C0 HARTFORD	117528000	-0.02	90	0.09	96	11301	1,420	62.7%	\$58,509	40	3.4%	\$3,133
2 1J0 HARRISBURG	258432000	0.09	91	0.19	130	24849	1,234	30.8%	\$63,127	332	26.4%	\$54,179
3 2C0 RICHMOND	212705000	0.13	118	0.14	160	20452	1,954	36.6%	\$61,718	514	31.6%	\$53,323
4 2D0 RALEIGH/DURHAM	183815400	0.19	95	0.44	195	17675	1,055	26.6%	\$38,765	277	33.8%	\$49,311
5 2E0 CHARLOTTE	230154600	0.12	109	0.21	145	22130	1,416	26.2%	\$47,927	406	32.8%	\$59,883
6 2F0 COLUMBIA	139551200	0.40	131	0.20	135	13418	1,069	29.5%	\$32,637	264	26.7%	\$29,528
7 2G0 GREENVILLE	119465800	0.29	131	0.24	118	11487	948	35.9%	\$34,048	210	29.1%	\$27,606
8 2H0 KNOXVILLE	238468400	0.05	124	0.25	101	22930	1,557	38.6%	\$73,132	355	27.5%	\$52,076
9 2I0 NASHVILLE	75414000	0.06	99	0.23	137	7251	931	32.7%	\$19,549	293	32.3%	\$19,314
10 2L0 SAVANNAH	60924000	0.03	101	0.30	109	5858	905	38.8%	\$18,788	142	21.3%	\$10,309
11 3D0 MEMPHIS	168965500	0.09	120	0.33	89	16247	1,050	38.0%	\$50,911	285	26.5%	\$35,573
12 3E0 JACKSON	205197600	0.27	153	0.28	83	19731	971	37.9%	\$61,782	197	29.5%	\$48,093
13 3F0 LITTLE ROCK	119939600	0.08	109	0.30	94	11533	937	30.8%	\$29,296	315	36.0%	\$34,238
14 3M0 OKLAHOMA CITY	149283400	0.08	106	0.31	116	14354	1,290	30.4%	\$35,973	347	34.6%	\$41,044
15 3O0 MIDLAND	62196000	0.06	93	0.21	86	5980	666	36.2%	\$17,887	94	18.1%	\$8,952
16 4A0 PITTSBURGH	170490000	0.06	103	0.21	150	16393	1,415	34.8%	\$47,150	281	27.6%	\$37,349
17 4F0 DETROIT	275335800	0.00	142	0.26	109	26475	2,149	52.9%	\$115,643	251	15.5%	\$33,850
18 4G0 GRAND RAPIDS	189816000	0.15	108	0.05	91	18252	1,176	44.1%	\$66,436	151	23.2%	\$34,945
19 4H0 TOLEDO	162611200	0.10	117	0.15	137	15636	847	36.0%	\$46,471	212	29.5%	\$38,048
20 4M0 PEORIA	268350000	0.10	110	0.25	84	25803	954	56.0%	\$119,272	131	14.0%	\$29,903
21 5E0 DENVER	196602000	0.02	88	0.14	74	18904	1,569	36.7%	\$57,331	373	31.9%	\$49,840
POS									\$1,096,351			\$750,497
Sub Total							20,410		\$53,067	4,376		\$26,694
TOTAL						\$1,926,609			\$1,149,418			\$777,190